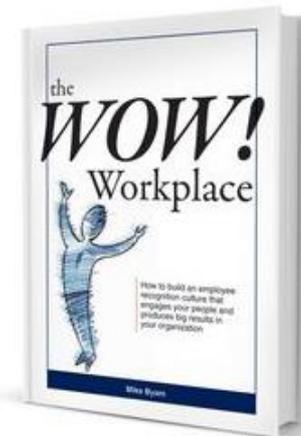


Building a WOW Recognition Culture



Mike Byam
Author of *The WOW! Workplace*
Managing Partner, Terryberry





Meet the Recognition Experts via Chat



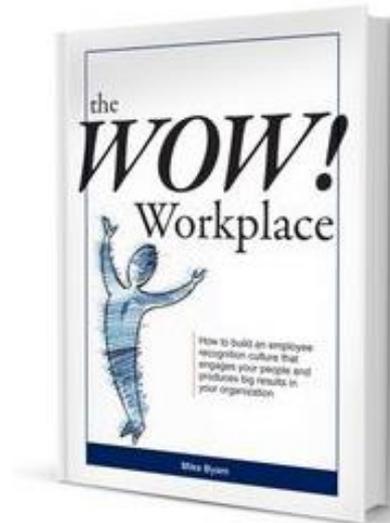
Drew Beckeman | Business Development
Manager, St. Louis, MO

Learning Objectives

- Reinforce Value of Employee Recognition
 - Why your business needs a culture of recognition
- Best practices for an effective recognition program



WOW! us and **Win!**



If we address your question during today's live broadcast, you'll receive a complimentary copy of "*The WOW! Workplace*" by Mike Byam.

Get involved and be recognized!

Q & A will take place at the end of the webcast, but you can submit questions any time using your tool tray on the right side of your screen.



Terryberry

Q: True or False?

Most employees feel adequately recognized at work.

– **True**

– **False**

Only **40%** of employees feel adequately recognized by their supervisor.

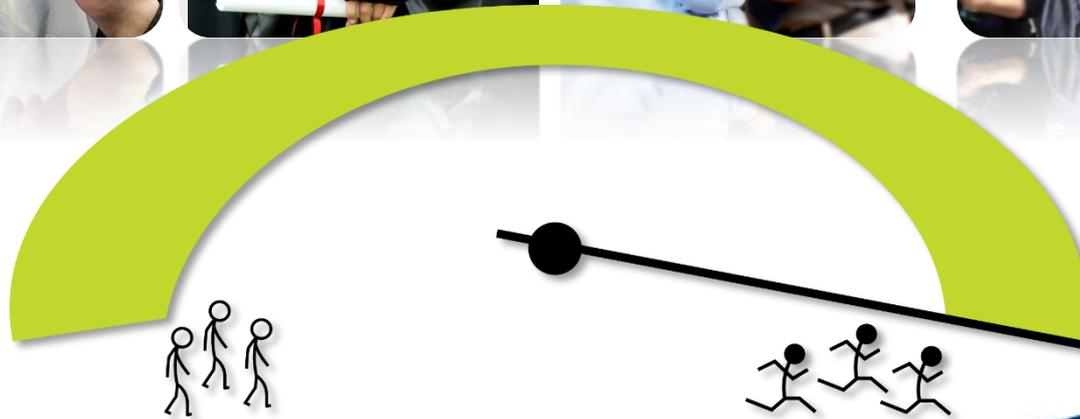
36% of employees said they **haven't** received any form of recognition in the last year.

31% of employees are **satisfied** with recognition they receive.

88% of businesses indicate they recognize their employees.



Recognition is the best way to accelerate performance.



Current Workplace Trends Require Leaders to ADAPT

- Relate to employees' new communication styles
- Adapt to new career expectations
- Today's employees expect more recognition



POLL

What is your organization's recognition objective for the next 12 months?

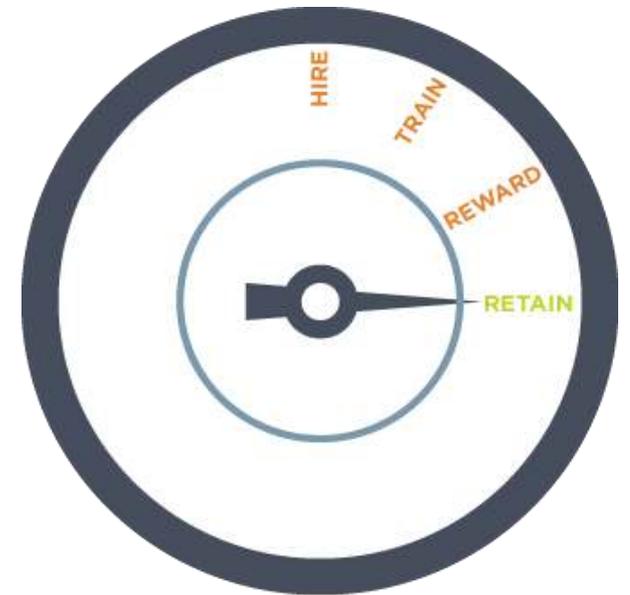
- We'll expand an existing program, or begin a new program
- Our recognition program will stay about the same
- We will scale back our recognition efforts
- We don't have a recognition program



Retention = Biggest Talent Challenge Of 2017

*The US unemployment rate dropped to **4.3%** in May 2017 -- its lowest level since May 2001.*

CNN, June 2, 2017



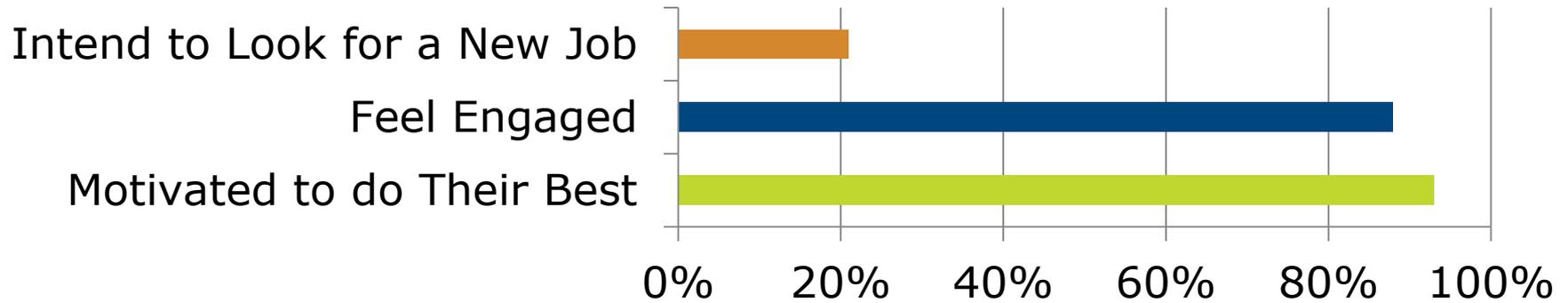
Recognition ROI

- Cost to replace an employee estimated at **50% of salary**
(cost of turnover ranges from 20% on the low side to 213% for highly skilled employees)
- Organizations with recognition programs have **23.4% less turnover** than those without

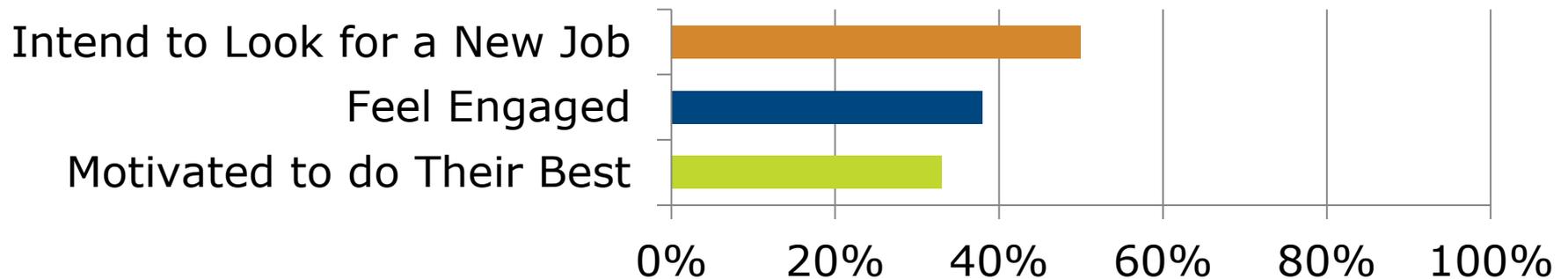
Try out the Employee
Engagement ROI Calculator
www.terryberry.com/roi-calculator

| | |
|---|-----------------------------|
|  | Number of Employees |
| | Average Salary \$/year |
| | Turnover Rate Percentage |
| Calculate ROI | |

Employees Who Feel Valued



Employees Who Feel Undervalued



“What percentage of employees do you believe are recognized monthly?”

80%



Senior
Leaders

40%



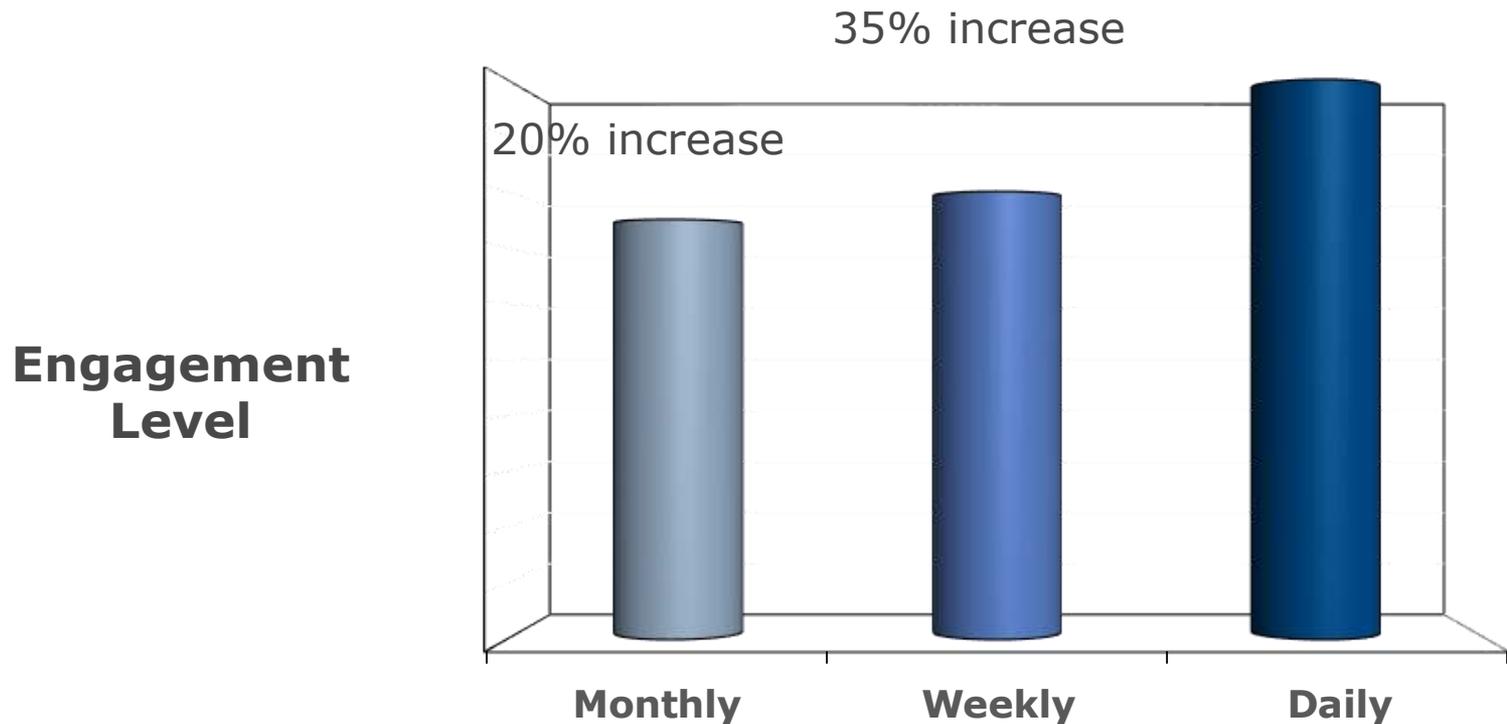
Managers

22%



Individual
Contributors

The Frequency of Recognition has a Significant Impact on Employee Engagement



Daily Telegraph, Findings of David Brown, Director of Hewitt Associates

POLL

What could help your organization's recognition program become more successful?

- Better communication of program among employees
- More Management support and participation
- More Senior Leader support and participation
- Better award selection/individualization
- Better tools to simplify program administration tasks





**BEST
PRACTICES**

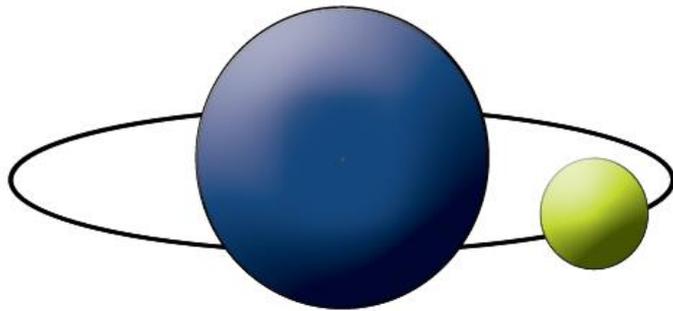
Best Practices for an Effective Recognition Program

- **Establish a recognition strategy**
- **Use effective awards**
- **Give a meaningful presentation**
- **Marketing your program to employees**



Establish a Recognition Strategy

- Align with business goals
- Gain leadership support
- Address the 3 tiers of recognition





Informal

- Casual structure, defined criteria
- Often supervisor-driven
- Frequently minimal investment
- Points-based solutions

Formal

- Structured recognition for defined criteria
- Significant awards for significant achievements

Day-to-Day

- Manager/Employee interactions
- Peer/Peer interactions

How Do Service Awards Impact Employee Engagement?

- Simple implementation
- Regular, consistent recognition
- Objective structure
- Engage newer employees too



WELCOME to the team!

Tell us about you

This is not a test. There are no wrong answers. We just want to get to know you better.

Your name _____ Nickname? _____

How do you enjoy spending a day off? _____

Favorite snack food? _____ Favorite restaurant? _____

Download the **FREE Onboarding Questionnaire** at
www.terryberry.com/tools

Powerful Informal Recognition



Recent trends:

- Points-based recognition
- Peer Recognition
- Total Recognition Platforms

What Makes a Good Award?

Awards indicate the value that the organization places on the individual and their contribution.



- Personally meaningful
- Symbolic
- Lasting
- Differentiated achievement levels



Give a Meaningful Presentation



Timely

Specific

Aligned with core values

AWARD PRESENTATION
CHEATSHEET

Use this Presentation CheatSheet to prepare your comments for employee recognition.

Sample Presentation Remarks

"Sally is celebrating three years of service with ABC Company. In that short time, she has made a big impact on the purchasing team. I won't forget, within the first 6 months of her hire, she took the initiative to revise the department training manual. She didn't just stick in the new procedures, she discovered and corrected outdated processes."

Recipient Notes

Award Presentation Date _____
Exact Date of Hire _____
Recipient's Name _____ Award _____
(Phonetic Pronunciation) _____
Current Job Title and Responsibilities _____
Original Job Title _____
Specific Contributions to the Organization _____
Humorous Stories _____

Free Resource

Get the Award
Presentation Cheat Sheet
www.terryberry.com/tools

Market the Program to Employees

Communication Plan



- **11.3 Impressions**
- **Front End**
 - Why the program is in place
 - What is meant to accomplish
 - How employees achievements impact them
- **Back End**
 - Publicize employee achievements

Make Recognition a Part of Regular Internal Communications...
Newsletters • Staff meetings • Posters • Mailings • Social Strategy

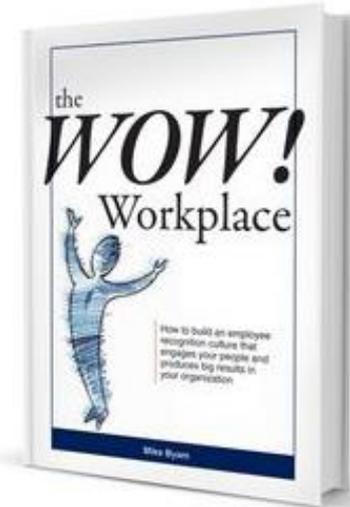


Q&A

with

Mike Byam

Author of *The WOW! Workplace*
Managing Partner, Terryberry



To learn about Terryberry's recognition programs & services, visit www.terryberry.com



For specific questions, contact Mike Byam: m.byam@terryberry.com



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Learn more:
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Network in Your Business*

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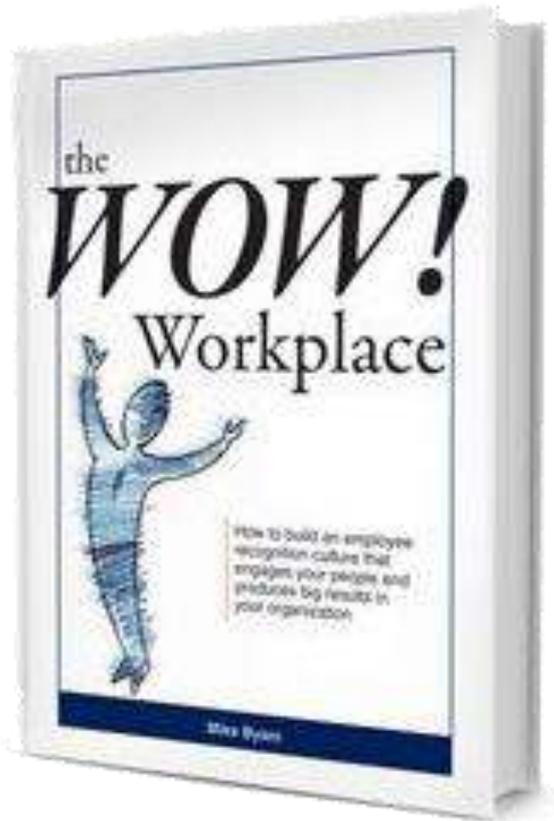


Get the FREE 30-Day Trial
of Give a WOW Quickstart.


Terryberry

The WOW! Workplace

by Mike Byam



"A catchy, engaging, and useful read. Byam shows how recognition efforts can energize and create a positive work environment that sustains business success."

-Dave Ulrich
Professor, Ross School of Business

Get your copy!

www.terryberry.com/the-wow-workplace



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Recognition University

www.terryberry.com/recognitionuniversity

Equip your organization's leaders with the know-how to energize and engage your workforce through effective recognition.



- **On-Site Training Programs**
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